



**PEEKSKILL CELEBRATION 2006 MARKS CITY'S CONTINUING  
RENEWAL  
BUSINESS COMMUNITY SHOWS APPROVAL WITH SPONSORSHIPS**

**Peekskill, NY (3-29-06)** – In a show of support for Peekskill's ongoing revitalization, a growing number of area businesses have signed on as sponsors for Peekskill Celebration 2006, to be held on Wednesday evenings in July and during the weekend of August 4 to August 6. The festival, the largest of its kind in the Hudson Valley, showcases the City of Peekskill – its progress, its people and its heritage.

"We are thrilled with this year's early response from the business community. The growing list of sponsors demonstrates the positive impact of Peekskill's comeback," said Cathy Montaldo, Executive Director of Peekskill Celebration. "While sponsorships still are available, many major sponsors already have signed on to host one or more events."

Montaldo explained that sponsors will be acknowledged in numerous ways. "Each sponsor logo will be featured on a sponsor video and sponsors will be listed in the Visitor's Program Guide as well as on a billboard at the entrance to Riverfront Park. All sponsors will be given the opportunity for booth space to sell products or distribute literature on products and services." Peekskill Celebration 2006 and its sponsors are being supported by a broadbased advertising and promotion campaign to area print and broadcast media, as well as on the Internet.

The growing list of sponsors includes: City of Peekskill, Entergy Nuclear Northeast, Alma Realty, Guide Communication, Cablevision, Ginsburg Development Companies, Wheelabrator Westchester, WHUD 107 FM, Frank & Lindy Plumbing & Heating Inc., Yorktown PennySaver Media Group, Hudson Valley Hospital Center, New York Power Authority, Manhattan Beer Distributors, Bank of NY, Brandstorms, Peekskill Inn, Plumbing and Mechanical Contractors of the Hudson Valley Inc., Jackson Lewis, Henry's on the Hudson, Metro North Railroad, Paramount Center For The Arts, ITI Strategies, Coldwell Banker, Bell

**Some of the major sponsors that are supporting Peekskill Celebration 2006**



**CITY OF PEEKSKILL**



Office, Hudson Valley Gateway Chamber, Marcus Media, Scott Camera, Century 21 North Star, Washington Mutual Bank, and Westchester Community College.

Several sponsorships remain open. To become a sponsor, please contact Cathy Montaldo or David Arnold at 914-736-2000. Please visit [www.peakskillcelebration.com](http://www.peakskillcelebration.com) for more information.

**About Peekskill Celebration 2006**

Now in its 10th year, the annual Peekskill Celebration is the largest festival in the Hudson Valley, attracting over 30,000 people from all over the greater New York area. The festivities are a showcase for the historic revitalized City of Peekskill and her maritime heritage along the shores of the Hudson River. A celebration of family, dragon boats, music, food, fireworks, crafts, and more. Venues include the natural beauty of Riverfront Green, Charles Point Park, and historic Downtown Peekskill.

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